Project Design Phase
Problem – Solution Fit

Date	10 feb 2026
Team ID	LTVIP2026TMIDS34624
Project Name	**Strategic Product Placement Analysis**
Maximum Marks	2 Marks

Problem – Solution Fit :

◇ **1. What is the Problem?**

Retailers struggle to understand the real-time impact of product positioning, promotional strategies, store traffic, and customer demographics on sales volume. This lack of visibility leads to poor product placement decisions, missed marketing opportunities, and underperformance in highly competitive markets.

◇ **2. What is the Idea / Solution?**

We propose an interactive Tableau dashboard that visualizes sales performance across key dimensions such as product position, promotion status, traffic level, and demographics. This tool allows retail stakeholders to explore and filter data dynamically, leading to smarter, data-driven decisions on how and where to position products in a store.

◇ **3. What is the Novelty / Uniqueness?**

- Integrates multiple business KPIs (sales volume, placement, price gaps, promotions) into one visual platform.

- Enables non-technical users to interact with complex data through intuitive dashboards.

- Provides a modular design — new data (branches, time periods) can be added with no architectural change.

- Offers a Tableau story-based presentation, turning insights into a narrative.

◇ **4. What is the Social Impact / Customer Satisfaction?**

- Helps retailers serve customers better by ensuring relevant products are placed where they're most visible and needed.

- Enhances shopping experiences by matching consumer behavior with in-store layout decisions.

- Leads to less product wastage and better inventory rotation, which has economic and environmental benefits.

- Improves internal satisfaction among marketing and merchandising teams who get faster, clearer insights.

◇ **5. What is the Business Model (Revenue Model)?**

This solution can be offered to retailers and marketing agencies as a dashboard-as-a-service or via data consulting packages:

- Monthly/quarterly subscriptions for live dashboards

- Custom analytics setup for large chains

- Reporting service (PDF exports, Tableau stories)

- Can scale into a SaaS (Software-as-a-Service) model hosted on Tableau Cloud

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◇ **6. How is the Solution Scalable?**

- Easily expandable with new datasets (e.g., other stores, new time periods)

- Compatible with Tableau Cloud for enterprise-level scaling

- Data can be dynamically connected via cloud platforms (e.g., Google Sheets, Excel Online)

- Supports real-time API integrations in future for live sales tracking

- Architecture supports modular visual expansion (e.g., new KPIs, new filters)